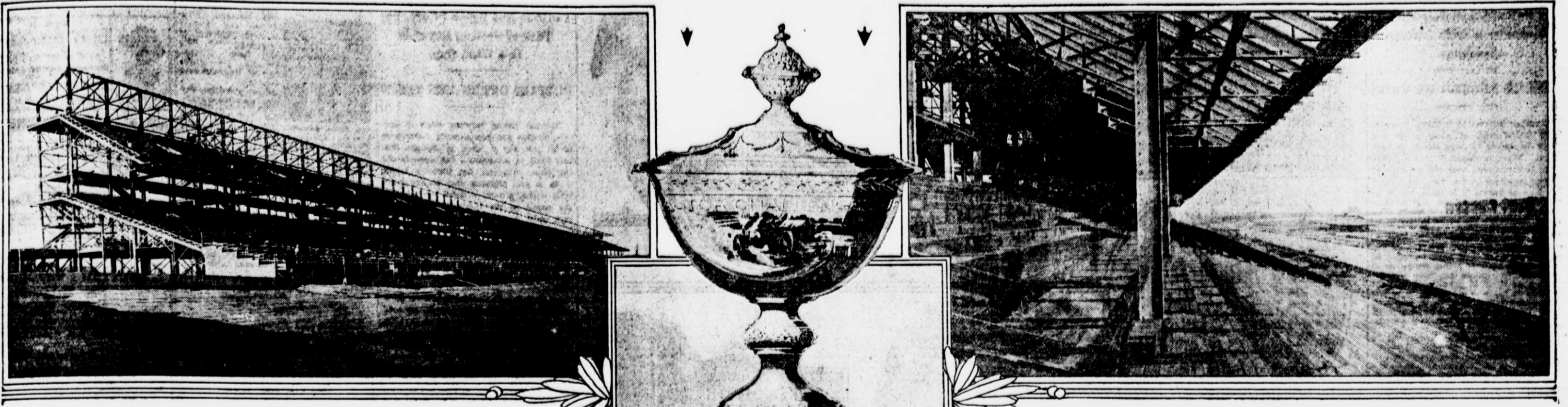


# SHEEPSHEAD BAY SPEEDWAY WHERE THE AUTOMOBILE SPEED BOYS WILL DRIVE FOR THE ASTOR CUP ON OCT. 2



The grand stand, which is now nearly complete. It will hold 40,000 persons or more.

Another view of the grand stand, showing the home stretch of the speedway course.

## STAR DRIVERS OF NATION VIE AT SHEEPSHEAD BAY

De Palma and Resta Will Be Equal Favorites for the Great 350 Mile Contest on October 2—American Pilots to Be Prominent Too.

To win a great classic race in New York is the chief ambition of most of the automobile racing stars. The majority would sooner win a big metropolitan speed event than a race in any other city. Of recent years there have been no high class racing near New York, not since the Vanderbilt Cup race of 1910.

Among the many crack drivers to be seen in competition for the Astor Cup race at the Sheepshead Bay Speedway on Saturday, October 2, none is more anxious to get into the contest than the drivers who claim Greater New York as their home. They will have to fight hard against the boys from other sections of the country, and these in turn will have to battle with the New Yorkers for the trophy against the foreign invaders.

Of the metropolitan drivers, Ralph De Palma, two-time winner of the Vanderbilt Cup and victor in the last Indianapolis 500 mile race, would rather capture the first leg on the Astor Cup in the Speedway contest than any other classic on the calendar. Ralph grew up in Brooklyn, having come to this country from Italy at the early age of 12 years.

The other Ralph—Ralph Mulford—is also a Brooklyn boy and he is equally anxious to make a showing in his home borough. Ira Vail is a New York boy himself, and Hughie Hughes likewise. Cash Bragg, millionaire driver, whose home is Manhattan, has a big following particularly among amateur sportsmen. Bragg, winner of the 1912 International Grand Prix, is a Yale graduate, and many sons of Eli will root for Bragg. The fact that Everard Root, all from the Coast, imagine after the recent tennis championship victory of William Johnston how California looks to her "native sons" to win the laurels in this big speed contest.

From the middle West come many who have not driven in New York. These include Gilbert Anderson, whose Stutz victories lately have been phenomenal; Howard Wilcox, his team mate; Eddie Rosenberger, winner of two Stutz City speed races; Tom Allen, and others. Jack Atken, the Indianapolis crack, has made one appearance in the last—the 1910 Vanderbilt Cup race—in which he was at a great disadvantage because he hated to drive on a course where there was no adequate protection for spectators. Nor did Atken like it when his mechanical was hit in the head and nearly killed by a beer bottle thrown by a drunken hoodlum. Barney Oldfield, who drove cars on tracks but any present day pilot except Chevrolet, has driven only in minor track meets at New York and the Briarcliff road race, but that contest was run in the days when Barney was not nearly so great a driver as he is today.

As for the foreigners who are invading the realm, Dario Resta looms up at once as the most formidable contender by far. Resta came to this country last winter and won both the Grand Prix and Vanderbilt Cup races at the Indianapolis 500 mile race with his Peugeot and then followed this by taking first honors in the 500 mile Derby on the Chicago Speedway and also the 100 mile invitation match race there some weeks later, when he broke world's records. Resta is Italian by birth, but has lived a good deal of his life in England, and is considered England's foremost driver. Jean Porporato is unquestionably one of the greatest Italians who ever raced, but since his arrival here last April he has been unlucky, failing to win a race, although always driving brilliantly. Just what he will do on his new P. D. racer remains to be seen. Louis Chevrolet, the French veteran, will probably be seen on a car of Ralph Mulford's creation, which Louis has tuned up to high racing pitch. Rene Thomas, winner of the 1914 Indianapolis 500 mile sweepstakes, are expected to arrive here for the race. Advice from abroad, that each of them has been released by the French army for a sufficient furlough to make their competing for the Astor Cup possible.

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### MOTOR TRADE NOTES.

J. J. Cole, president of the Cole Motor Car Company, announces the appointment of Arthur A. Bull, one of the best known automobile engineers of Great Britain, as assistant to Charles S. Crawford, chief engineer of the Cole Motor Car Company. Mr. Bull comes to the Cole company from the Motor Manufacturing Company of Detroit, Mich., to which organization he came after service with several of the large motor car manufacturing companies both in America and abroad.

Thomas P. C. Forbes, president of the Rose Motor Sales Company, is in Detroit arranging for 1916 business with the Rose Automobile Company, for which the Rose Motor Sales Company is distributor. G. S. Patterson is vice-president and director of sales of the distributing company.

With the idea of encouraging tasteful and artistic arrangement of display windows and cases by automobile and accessory concerns, Horace Age, a leading automobile trade publication, has just announced a display competition for concerns identified with the automobile trade. This competition, which will be held from October 25 to November 25, is open to all in the automobile business, and will be for prize of sufficient value to act as an incentive to better efforts in the display line.

The grand prizes will consist of a free trip to either the New York or Chicago National Automobile Show by the two dealers identified with the automobile trade. The expenses of these trips—transportation, three days hotel accommodations and admission tickets to the shows—will be paid for by Horace Age. In addition there will be a second prize of \$25, a third prize of \$15, fourth prize of \$10 and fifty other prizes of \$1 each to be awarded for other displays in their relative order of merit.

Formal announcement is being made this week by Dodge Bros. of a new winter car, the Stratton Corporation, the local dealers have received their first cars. The winter cars are built with the regulation touring and roadster bodies, but each one has had a modification for individually fitted to it at the factory. The tops are carefully and firmly attached to the body without disturbing the windshield and can be easily removed in summer and the ordinary top, which is furnished as part of the regular equipment with the new winter car, is converted into a semicover car by removing the top and attaching the ordinary top. The interior is electrically lighted.

The top is finished in keeping with the regular bodies and the new car makes a very attractive and comfortable car. There are no squeaks or rattles and it is both rain and wind tight.

Vice-President and Director of Sales Joseph M. Gilbert of the Gibney Tire and Rubber Company, has played his brother, Charles A. Gilbert, as his general sales manager, with full charge of the selling and promoting of the Gibney Tire and Rubber Company, where he not only handled the sale of the big corporation's products, but also the general line of rubber goods supplied to all points drawing upon the Gibney Tire and Rubber Company. Mr. Gilbert, who will speak on "New Technical Knowledge of Their Product Helps Motor Salesmen."

### BRADY-MURRAY SERVICE.

Fifty Hour Coupon Books Go to Customers Now.

The Brady-Murray Motors Corporation, distributors of Chandler cars in the Metropolitan district, announce that the Brady-Murray Motors Corporation is now receiving service books containing 100 coupons, each coupon good for one-half hour free service on the car, the coupons being good for one year from date of issuance. In this way the customer knows just exactly what he is to get in the way of free service and does not have to have continually before him the anticipation of a controversy regarding whether or not he should pay for some particular work which from time to time it may be necessary to do on the car.

The Brady-Murray company also announces that the issuance of the service coupon book does not affect in any way the parts guarantee which has always been the policy of this company.

## WHEW! IT'S HOT, BUT HERE'S 'SHOW NEWS'

First Word About the Annual Automobile Exhibition Comes This Way.

Plans are well under way for the sixteenth annual national automobile show in New York next January, and the sixteenth national show in Chicago the same month. Application blanks and diagrams for these shows of 1916 have been sent by the National Automobile Chamber of Commerce to those manufacturers who have been invited to participate, with the announcement that those desiring space must apply not later than October 2 to be considered in the first allotment, which will be made on October 7. It is planned to stage the shows on an even greater scale than former efforts.

The New York show will be held at the Grand Central Palace from December 31, 1915, to January 8, 1916, and the Chicago show will be held at the Coliseum and Armory from January 22 to 29. The exhibition of automobiles will consist exclusively of pleasure or passenger cars designed for private use, and the necessary division will offer hundreds of parts and accessories that go to make up the modern motor car and the conveniences and comforts of those who drive and ride in them.

### ANOTHER FEDERAL RECORD.

Country Haulage of Milk Done Efficiently by Motor Truck.

Records coming in from instruments attached to D. Main's Federal truck near Albany, N. Y., show in an interesting way the adaptability and economy of the motor truck in country haulage of milk, creamery products, general freight, passengers, etc. Main is a dairy farmer and he owns three Federal one and one-half ton trucks. Not only does he use these trucks for hauling the products of his dairy farm but for transporting other farm products, fruits, merchandise, pianos, etc., and passengers.

Analyzing the work of one of Mr. Main's Federals on July 12, the following information was obtained: Eight stops were made at farms between Guilford and Centre and Albany, N. Y., forty-two ten gallon milk cans were loaded into the city, weight each about 112 pounds. On this particular day no empty cans were carried back, although usually seventy of eighty empties go back. One stop was made both going to and coming back from town, for freight, such as berries, fruits, produce, etc., whatever the farmers have to send in or to have brought out. One thousand pounds of freight were carried in, in addition to the cans of milk and two passengers. Four thousand pounds of freight were carried back in addition to the empty cans. The gross weight hauled to and from town was 10,154 pounds.

The total running time of this trip of 36.3 miles was 2 hours 49 minutes, or as the standard time was 7 hours 44 minutes, the total time of the trip was 16 hours 23 minutes. The average running speed was 12.8 miles an hour. The average fuel consumption showed 7.28 miles a gallon of gas.

The cost a hundred pound mile shows the record of \$0.0016. This figure out of \$0.04 a ten gallon can of milk, which is an exceptionally low cost as compared with horse haulage. It usually runs between 27 and 30 cents a can for country haulage of milk with horses.

The total cost for the day, including every item chargeable to motor truck hauling, and based upon authentic and actual average figures as reported by users of Federal's, the highest extension we have made since 1907, when the present main factory building was erected.

The growth of our business has come, forcing us to build new factories at periods of ordinary business depression, our previous largest additions being made during the panic of 1907.

The Federal Motor Truck Company of Detroit is doing exceptional work in securing actual cost figures on trucks. J. F. Bowman, director of sales, will gladly send detailed information to any one interested.

### NEW FACTORY FOR AJAX.

Capacity at Trenton Plant Is to Be Doubled.

Following the holding of the annual meeting of the stockholders of the Ajax Rubber Company, Inc., at Trenton, N. J., Horace De Lasser, chairman of the board of directors, announced the payment of 7 per cent. on the preferred stock and 24 per cent. on the common, with an important amount earned to surplus, and plans for a great new Ajax factory.

Upon property owned by the company there is to be built immediately a new building 200x350 feet, three stories tall and adding 210,000 square feet floor space. Foundations are to be capable of carrying three additional stories which will be added later. The extensions, too, include a new power house, engine, dynamo and boiler units.

"The increase in the number of automobiles shows that the time is soon to come when sales of cars may reach the figures of yearly sales of horse drawn pleasure vehicles in days before automobiles," says Chairman De Lasser, "approximately one million vehicles a year."

"While we are not met with inordi-

## WEATHER NO BAR TO CLOSED CAR SALES

Haupt Says They Are Buying Hudson Town Machines Just as if It Were Cool.

"One would think that winter has already begun instead of the town sweltering in midsummer heat, judging by the demand for closed cars," said Harry S. Haupt, the Hudson distributor, yesterday. "Last week we received our first allotment of town and closed cars from the Hudson factory, but owing to the number of orders we have received our allotment of closed cars will be sold before the fall season is half over."

"There are two very good reasons for this demand," continued Mr. Haupt. "One reason is that the New York public at least appreciates the comfort and luxury of the closed car over the touring car and the other quite as important reason is that the Hudson company was the first of the makers to realize the importance of catering to this demand."

"In the old days or even a year or so ago the price of a good closed car practically confined its use to the wealthy classes. The Hudson company, however, this year have brought out a full line of closed cars, which, to quote the catalogue, combine 'distinctiveness without extravagance.'"

"That we hold no exaggerated estimate of the worth of these cars is indicated by the sales we have made to experienced motorists, who after investigating the merits of other cars on the show have come in and purchased Hudson."

### NEW STUDEBAKER BATTERY.

Special Separating Device on the Corporation's Car.

From Detroit comes the announcement that Studebaker automobiles have just added another important improvement. This is a new storage battery with a rubber composition separator. The storage battery separator, practically in universal use before the perfection of this rubber composition separator was made of wood. It had to be cut extremely thin, so as to be porous. In order to work effectively it had to be porous, but the thickness of the wood caused it to deteriorate quickly.

Where rubber separators have been used it was necessary to cut holes for the solution to pass through. A separator 5x6 inches contained about 1,000 of these holes, whereas a separator of the new rubber composition of the same size contains about 4,000 holes. In the old form of rubber separator it was necessary to have the holes of such size that very often the plates would make a contact through the holes and become short circuited or dead.

The new separator might be compared to a piece of lace. Instead of having holes cut into it, it is honey-combed with holes, therefore allows the moisture to seep through evenly so that the battery gives maximum service at all times. The separator is ridged with rubber strips which placed it against wear by the abrasion caused by the vibration of the battery on the car.

It is the belief of those most interested that with the new battery will outlive the old form of battery many times. The value of a motorist's time is something that is too often overlooked. It is true that many men like to work over their cars, but battery imperfections come most often at inconvenient moments. To repair a battery is far different from the fun one gets in servicing down the grease cups.

## PAGE COMPANY FORCES AT SERVICE MEETING

Speakers All Report Strong Points for the Mitchell Car.

More than a hundred executives, service managers and salesmen attended the service conference of the Carl H. Page Motors Company, Broadway at Fifty-ninth street, the Eastern distributing agency for the Mitchell.

Chairman and General Manager George W. Hippie in his opening address congratulated with the division and service managers over the standard which the Mitchell service in the Page Company's territory, with the aid of the factory, has attained within the brief period of four months.

President Carl H. Page said he believes the great prices of the business will in the future go to the car, and to the men who can and shall deliver the most service—the maximum motoring satisfaction—to the customer per dollar invested.

He expressed great satisfaction over the fact that automobile engineers and mechanical experts have bought the New Mitchell, a list of which will be cheerfully furnished upon request.

Other addresses on Mitchell service were made by Vice-President and Division Manager R. D. Willard of Philadelphia, General Retail Sales Managers J. Harold Johnson, Director of Wholesale Sales E. A. Gilmore, Division Managers John A. Clark of New York, S. D. Miller of Brooklyn, H. D. Van Brunt of Newark and J. W. Goggin of New Haven.

H. K. Sheridan, superintendent of service managers, said that there are now close to 700 1916 Mitchell cars being driven in the Eastern territory and these cars cover over 30,000 miles a day. "A conservative estimate places the total mileage covered to date by these 1916 Mitchell cars in the four months since May 15 last at close to 2,000,000 miles," he said, "and yet in all that vast distance covered by so many inexperienced drivers, including the strenuous driving of the speedsters and experts, it is most gratifying to know that so far we have not had one broken crank shaft nor one broken connecting rod nor any motor trouble whatsoever. Neither have we had a single broken axle nor a broken steering knuckle nor a broken gear of any kind whatsoever. Nor have we had any trouble with bearings or wheels."

"We are putting 3 1/2 to 1 gear ratios in this car, and in our test on the Indianapolis Motor Speedway the car frequently shows better than seventy miles an hour."

"The twelve cylinder car is the first important change introduced in the history of the industry that has been so rapidly adopted without argument or doubt," said Mr. Doerner yesterday. "Even the innovation of such motor features as the self-starter and electric lights required a lot of 'ex-plainin' and salesmanship to get the public to accept them. That the public has absolutely accepted, without argument, the twelve as another great advancement is a rare compliment to the National. Many 'twelves' have been bought, eight unseen."

### NATIONAL '12' IN TOWN.

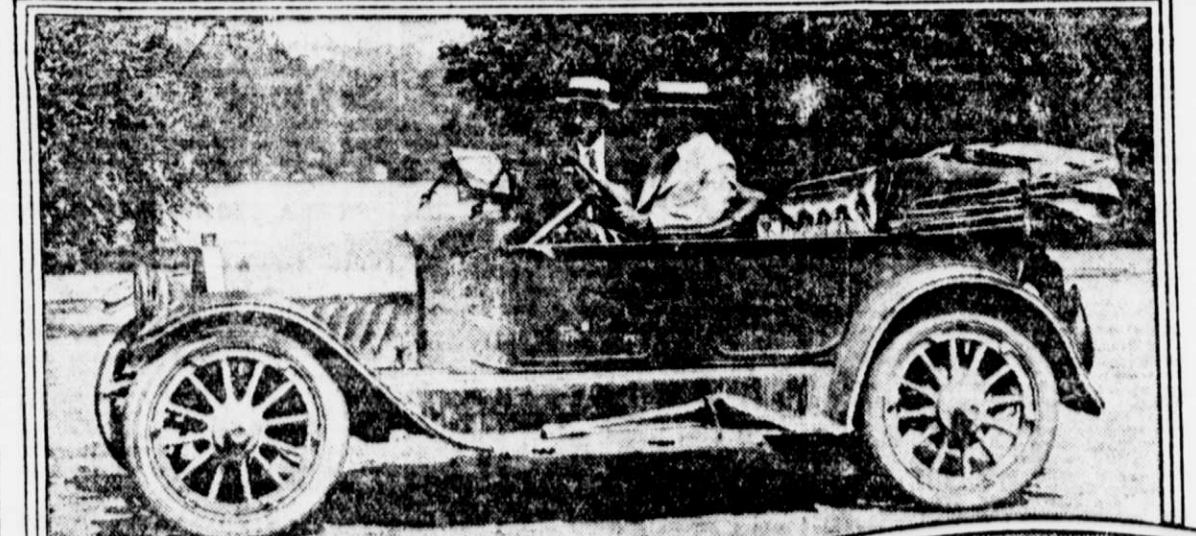
Poetner Gets His Long Awaited Multiple Cylinder Car.

The first National twelve cylinder car to reach Broadway arrived Thursday at the salesrooms of the Poetner Motor Car Company. The "twelve" is making a demonstration tour, visiting the various National agencies in the East.

The National "twelve" was announced several months ago and interest in it has been so great that William C. Poetner has "placed the deck" for the arrival of the car so that the large crowd which is expected to inspect the model will have plenty of elbow room.

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## They Drove These Cars From Coast to Coast



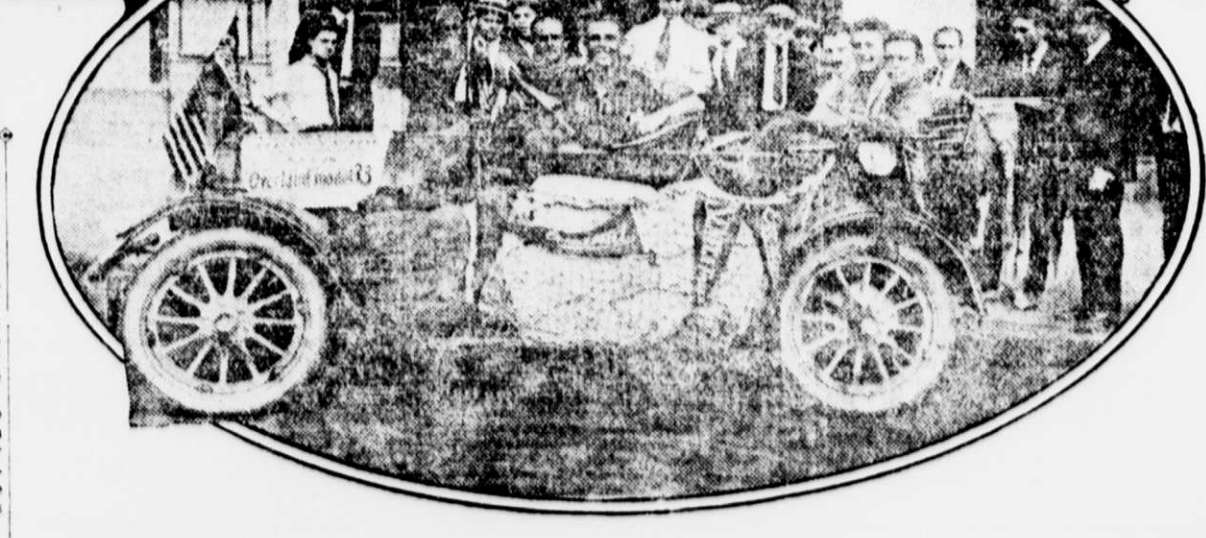
This Oldsmobile recently crossed to the Pacific and back, driven by three Queens borough school teachers.

nate ambition for mere size alone, and have more enthusiasm for the higher quality of our product and the financial responsibility of the company, we feel that we cannot longer delay expansion of our business as demand for Ajax tires is registered. We have never been able to build enough Ajax tires to supply the demand, though we have added to the plant in each season and have operated continuously in three working shifts twenty-four hours a day since February, 1911.

"The new buildings will allow us to build more tires, for which there is already demand. The new factories now to be added constitute the largest extension we have made since 1907, when the present main factory building was erected."

The growth of our business has come, forcing us to build new factories at periods of ordinary business depression, our previous largest additions being made during the panic of 1907.

The Federal Motor Truck Company of Detroit is doing exceptional work in securing actual cost figures on trucks. J. F. Bowman, director of sales, will gladly send detailed information to any one interested.



Overland Model 83, which checked in at C. T. Silver's September 9, after a 5,500 mile trip across the Continent, which started at San Francisco, June 18. In the car are C. T. Silver, M. W. Truss, who drove most of the way, W. B. White, Clarke Misk and C. E. Sweeney.

### RICKENBACKER LIKES IT.

The Eight Cylinder King Pleases Racing Drivers.

Eddie Rickenbacker, the racing driver, after having driven one of the eight cylinder King cars, put his ideas in a letter to the C. A. Crumley Company, Michigan distributors, as follows:

"I wish to thank you for the opportunity of my first ride in an eight cylinder car, and I want to express my true ideas after having the opportunity of driving your eight cylinder King. For several years I have put the most out of four and six cylinder cars on the racing track, and firmly believe that the

limit could be obtained in the multiple cylinder motor for racing development. Whether it is an inspiration or not, I am now of the idea that an eight cylinder motor, such as is used in your King, properly for the racetrack, would surpass any previous records made by fours and sixes, and I can assure you that it is my intention to look into this development favorably.

There will be a merry little battle between the Easterners coming from just outside New York. Harry Grant of Boston, winner of the 1909 and 1910 Vanderbilt Cup, is the Hubs' stand-by. From Philadelphia hall Willie Haupt and Grover Bergdoll and the numerous fans from the Quaker City will be rooting for them. From Trenton Eddie Pullen, winner of the last Santa Monica and Grand Prix and Corona races, will come with his Mercer team to make things warm. Of course, the above mentioned are not nearly all of the speed daredevils who will face the starter, but this array certainly presents one of the greatest races in all motor history on October 2, if not the greatest.

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